OPENING OF

U. M. S. RADIO FACTORY

COIMBATORE.

❋ Introductory Speech by

Mr. G. D. NAIDU,

Adviser, U. M. S. Radio Factory.

❋ Inaugural Address by

Mr. Justice K. SUBBA RAO,

Chief Justice, High Court of Andhra Pradesh.

and

❋ Presidential Address by

Mr. Justice N. SOMASUNDARAM,

Judge, High Court of Madras.

GOPAL BAGH — 31—5—1957 — COIMBATORE.

OPENING OF

U. M. S. RADIO FACTORY,

COIMBATORE.

INTRODUCTORY SPEECH BY

Mr. G. D. NAIDU,

(Adviser, U. M. S. Radio Factory.)

INAUGURAL ADDRESS BY

Mr. Justice, K. SUBBA RAO,

(Chief Justice, High Court of Andhra Pradesh-)

and

PRESIDENTIAL ADDRESS BY

Mr. Justice, N. SOMASUNDARAM,

(Judge, High Court of Madras.)

GOPAL BAGH, 31—5—1957 COIMBATORE.

U. M. S. RADIO FACTORY,

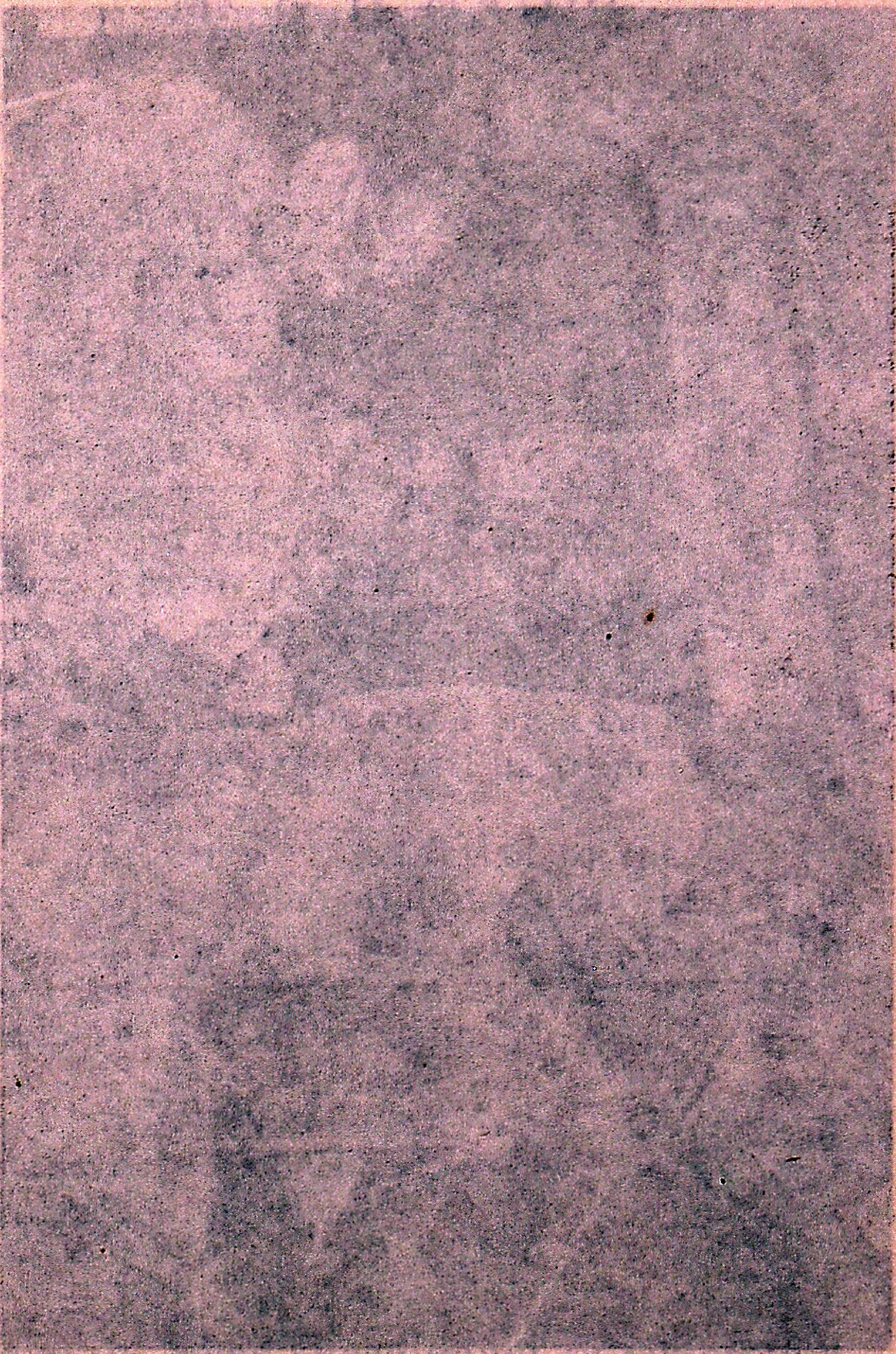
GOPAL BAGH, :: COIMBATORE.

A function was arranged at Gopal Bagh, Coimbatore on Friday the 31st May, 1957 to inaugurate the U. M. S. Radio Factory by Mr. Justice K. Subba Rao, Chief Justice of Andhra Pradesh High Court, under the presidentship of Mr. Justice N. Somasundaram, Judge of Madras High Court.

Mr. G. D. Naidu in his introductory speech, gave a brief history of the Factory. He made it clear that the main intention of starting the factory was to sell radio sets at the cheapest price, say for about Rs. 100/- and make the common man enjoy the benefit of a radio.

Mr. Justice N. Somasundaram, in his presidential address, wished that the talents and genius should be properly utilized for the industrialization of our country.

Mr, Justice K. Subba Rao in his inaugural address spoke about the part played by radios in educating and entertaining the humanity at large with various programmes. He added that radios should not be still in the primitive stage in our country and that he agreed with Mr. Naidu's view to manufacture the radios at the cheapest price so as to meet the pocket of a common man in the country and make him enjoy the benefit of a radio. Mr. Justice K. Subba Rao declared the U. M. S. Radio Factory open at about 11-30 A. M.



Mr. G. D. Naidu making the introductory Speech

Mr. G. D. Naidu making the introductory Speech

Introductory Speech by

Mr. G. D. NAIDU

Friends,

I wish to introduce the guests of today's function whom perhaps many of you might know previously as lawyers and now they are judges. But I am sure many of you do not know what type of personages they are. Amongst those who observed closely their activities, very few may know their real ability and integrity. Though, to some extent, I know and though I have observed them with curiosity, I am not able to express all of them. Some of you may know such instances and I wish such friends will come forward to tell us what they are.

I am sorry that I failed to thank both Mr. Justice Somasundaram of the High Court of this State and Mr. Justice Subba Rao, the Chief Justice of Andhra High Court, in the beginning itself.

I want to mention here one or two instances which I came across in my personal experience with them. 15 years back some of my friends and myself had been to Mr. Subba Rao, with Dr. Krishnaswami for some consultation in connection

with a very important case, in which I was interested in both sides. I wondered at his shrewd intelligence after hearing his opinion at that time itself. Afterwards I could have seen him somewhere in some crowded places. But I did not meet or move with him anywhere until now. However I have never failed to read his judgments as well as the judgment of the other friend Mr. Justice Somasundaram, through papers.

I had also discussions with some lawyers about their judgments. In some instances, there might have been certain criticisms in some corner or other by some interested people about the judgments, but I have never come across with any such discussions anywhere upto now from any party or person with whom I had any contact.

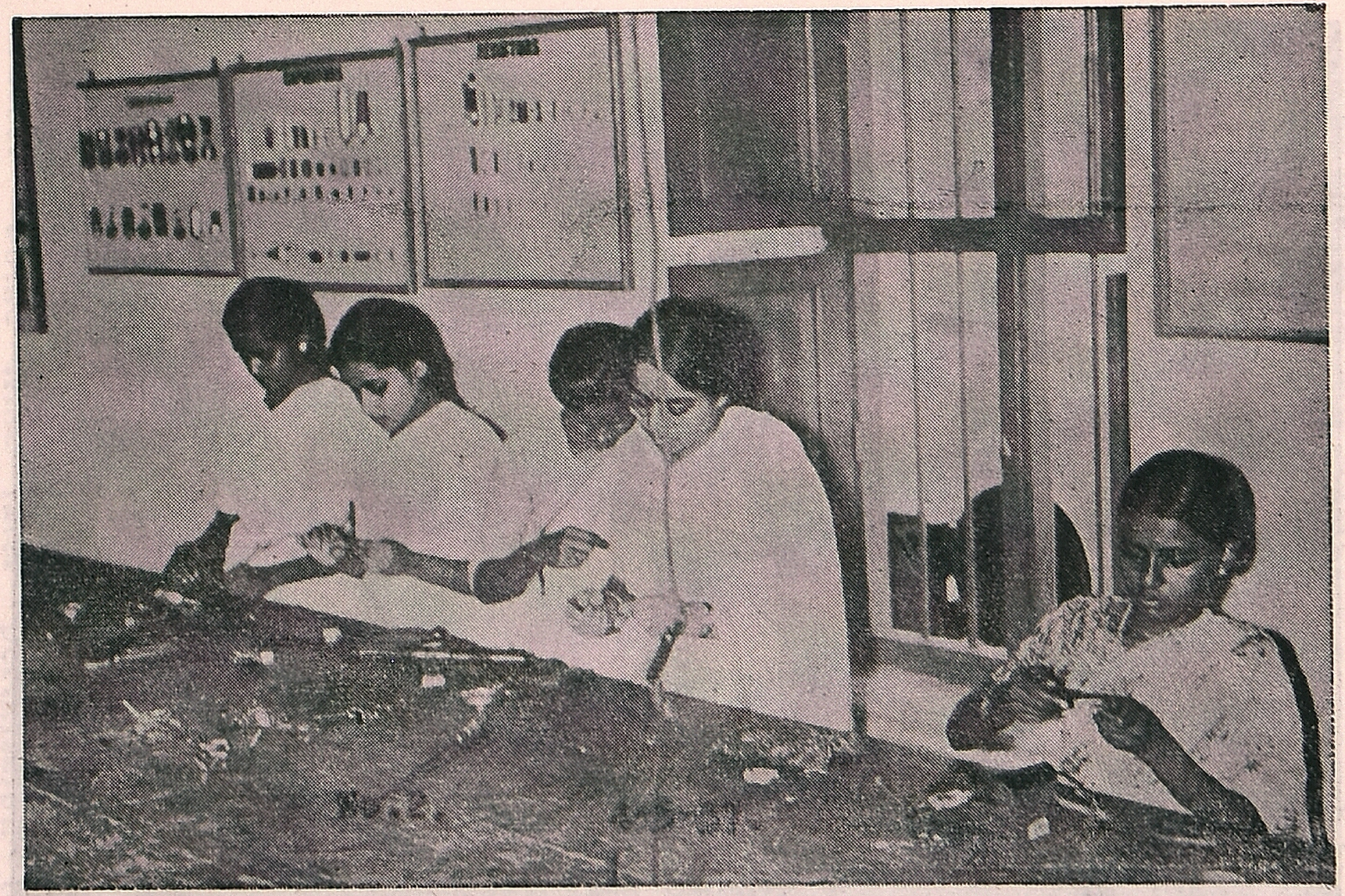
I have to use the word 'sorry' several times in my speech. Now, I have to use the word 'sorry' because Mr. Justice Subba Rao is away from us in another State. Again, some time later, we will be sorry when he may go up to the Supreme Court, which means our losing one of the biggest assets of our neighbouring State, in an usual way as any other wealth of ours goes to Delhi and gets accumulated there.

I also want to mention how I came in contact with Mr. Justice Somasundaram. When he was practicing I had had occasions to go to him several times with my friend Late Sri Ratnasabapathi Gounder. Perhaps he would not have noticed me then, as I was not in any way connected with any work with him. But, from the very beginning, I have always an admiration for his straightforward opinions on any point, whether complicated or not, whether sought by a clever lawyer or an innocent person. Fortunately or unfortunately I have not got any case to fight over either in the lower courts or in the High Court until I had to step into the High Court in connection with my income-tax cases after 1947, when we got independence. I too, for the first time, filed a case in the High Court, against the Central Government and it so happened that it came before Mr. Justice Somasundaram. At that time he ordered that a sum of rupees one lakh must be deposited within a week's time as a condition to take up the case on file for hearing. My lawyer represented my position to the court that I had no money with me and that I was not able to raise any money from anywhere as all my material wealth as well as the other wealth namely name and fame were then attached and snatched away by the Central Government. However the Judge would

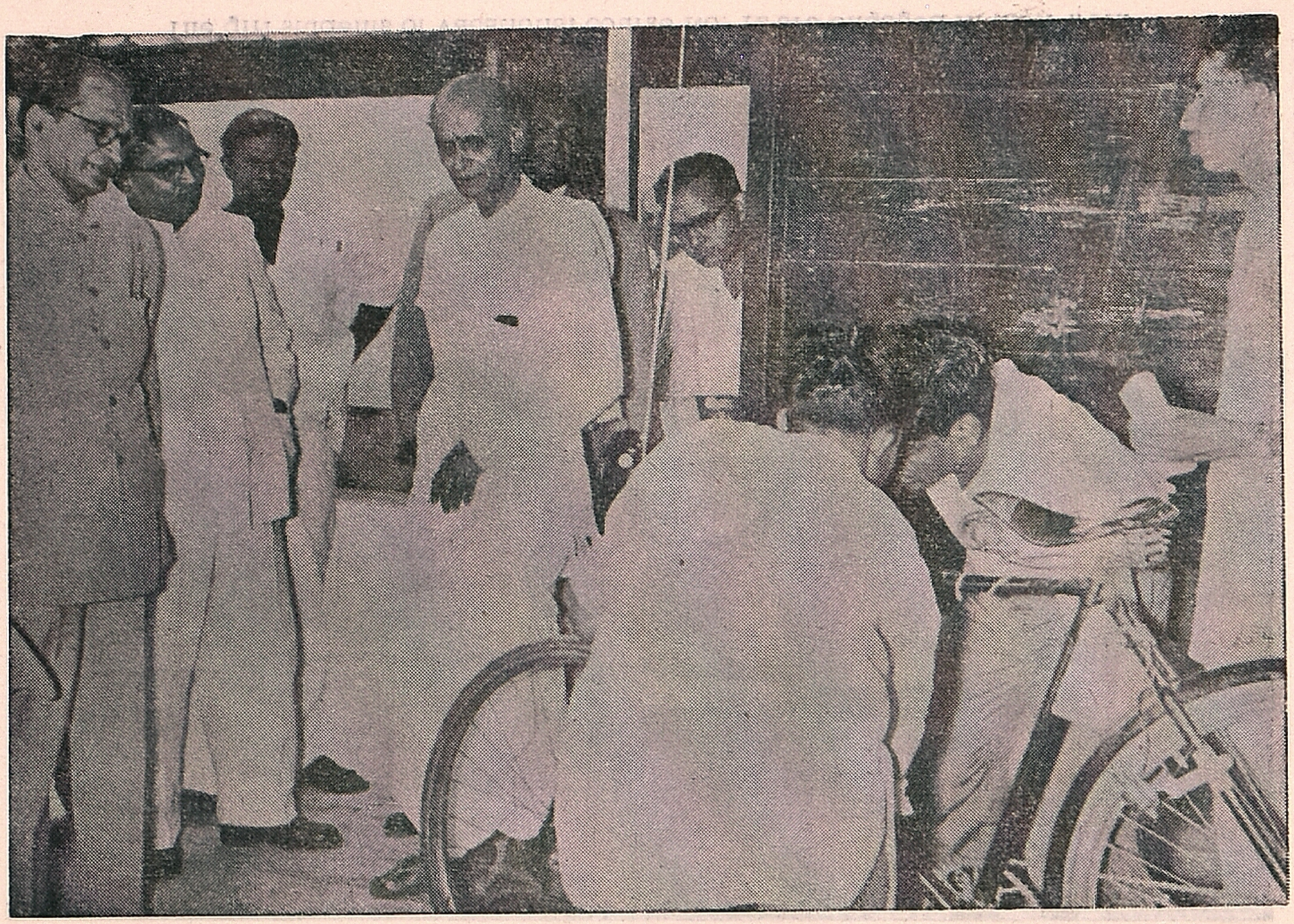
not budge an inch from what he ordered. He expressed that I could raise the money overnight. Perhaps he did not know at that time what was going on here. I myself imposed a condition on me in 1947, that I should not have any money with me or earn any money. So I could not remit the deposit and so more or less I did not win my case.

What I want to tell you here is that we have now amidst us two judges who are famous for their straightforwardness and courage. I cannot but mention one weakness in them. They had no courage to say 'yes' to my request that they should stay here for one or two days more, as is the usual established slogan of the government, that they have got some other urgent engagements. Whether right or wrong, good or bad, they are also not independent atleast in this respect. Somehow or other, they have agreed so kindly to be present here for this function. Myself and other friends connected with this U. M. S. Radio Factory are very grateful to them for their kind acceptance to my invitation to open this factory within this short time.

Now I want to give you here a very brief history about this U. M. S. Radio Factory :-



The girl students of vacational course No. 12 are engaged in their work



Mr. Justice K. Subba Rao inspecting the miniature cycle radio assembled in our factory

Owing to certain circumstances that came across in my business career, I have lost almost all interest in starting any industry, while I have no ambition to have any title, name or fame as I have experienced more terrible things in my life. On account of such things, I am telling here some of my experiences, so that it may be of some use to you and youngsters, who are going to enter the present worldly life. I am not telling this to gain anything for me.

Though my main business was in automobile line, in which I entered accidentally, when I was in that line in 1920, I happened to see a radio in the house of my friend Mr. Lionel J. Dee, who was giving me some inducement and instruction in the automobile line. He is still living in the Podanur gardens. That radio was assembled by himself with the parts imported from England. After 2 years I too imported the parts and assembled a radio. But it took much time for me to do that, as I had no English knowledge then. Afterwards gradually I began to learn things about automobile and radio in English.

In 1932-33, I installed radios in the buses. Some time later permission to

install radios in the buses was withdrawn by the postal department. Later on, I too thought that the radio news as well as the dangerous music may carry sudden shock and disease to drivers and attack them and thus cause danger to public lives. At that time there were luxury seats fitted to the buses. The district board which was then the licensing authority refused to grant licences for such luxury seats attached to buses, because people did not like to travel in the uncomfortable, slow and bug-laden railway carriages. Hence I had to withdraw such radios and comfortable seats from the buses and now they could be seen only in exhibitions.

Before introducing these things in the buses, I travelled in almost all the countries of the world except South America, Australia, NewZealand and Russia in 1935-36. Then again I visited Germany and other European countries including Russia, where I had opportunity to visit several factories which were manufacturing diesel engines, radios, electric motors and razor blades. I had also worked in many of these factories in 1936 itself. A first prize and a third prize were awarded to me in the Leipzig Exhibition for the razor blade made at our Coimbatore factory. Also I got some medals and certificates of

merits in Lucknow and Madras exhibitions and numerous letters of appreciation from users in Europe for the quality of the blades.

These created more interest in me and induced me to start the manufacture of automobiles, radios, electric motors and tyres in our country. Between 1936 and 39 I had negotiations with Perkins, Dorman and Austin factories in England and Mercedes Benz Factory in Germany and Crossley Factory in America for manufacturing diesel trucks and cars and very small cars for the use of the middle and poor classes. On account of some prejudice and jealousy from some top corners and interested people and in addition due to the then prevailing war conditions, all these schemes did not mature as expected by me.

From 1936 until 1940 the razor blades were manufactured in a very small-scale. When no steel was available during war time, that too was stopped. Though the automobile factory could not be started on a big scale, some parts for diesel engines and automobiles were manufactured here and were also used in the transport services until 1945. At that time, that is in 1937 miniature spinning machines with 14 spindles were made here and exhibited

successfully in this town and in Madras Park Fair Exhibition. Of course, no application was made to win the prize award announced by Mahatma Gandhi for such spinning devices. At that time itself I took some interest and made a miniature cement manufacturing machine in order to start small-scale cement factories in each and every taluk in the presidency, so that these spinning machines and cement making machines could be used in small-scale industries to compete with the large-scale mass production industries. Even though such cement making machines were working in Czechoslavakia at that time, nowhere else this came out successful. Though India was in a favourable condition to start that industry, on account of some obstacles or other, this also could not be started.

In 1937, electric motor manufacturing was started by me as the first factory of its kind in India to manufacture all parts completely except ball-bearings, with the Indian materials and Indian labour. For this also there came some difficulty for raw-material due to war condition. Therefore, the working of the factory in that line was changed into another line for producing lathes, milling machines, planning machines and bolt-making machines. This

also could not be continued. Then this was again changed to produce aeroplane parts and other engine parts required for the government.

From 1936, manufacture of some radio parts was also started. Then in 1941, as a first radio factory in our country, it was started to manufacture all parts except the three namely the valves, speakers and condensers. A few sets were manufactured here and also marketted at Rs. 75/- each. To continue this factory, import licence was not available to import parts. Then this factory was engaged to supply copper-wire-resistances to the requirements of the radio communication department. When war ended, these also automatically stopped as there was no possibility of getting licences. Not only this, but also it was impossible to get licences for razor blade manufacture, automobile factory and machine-tool factory on some lame excuses or other.

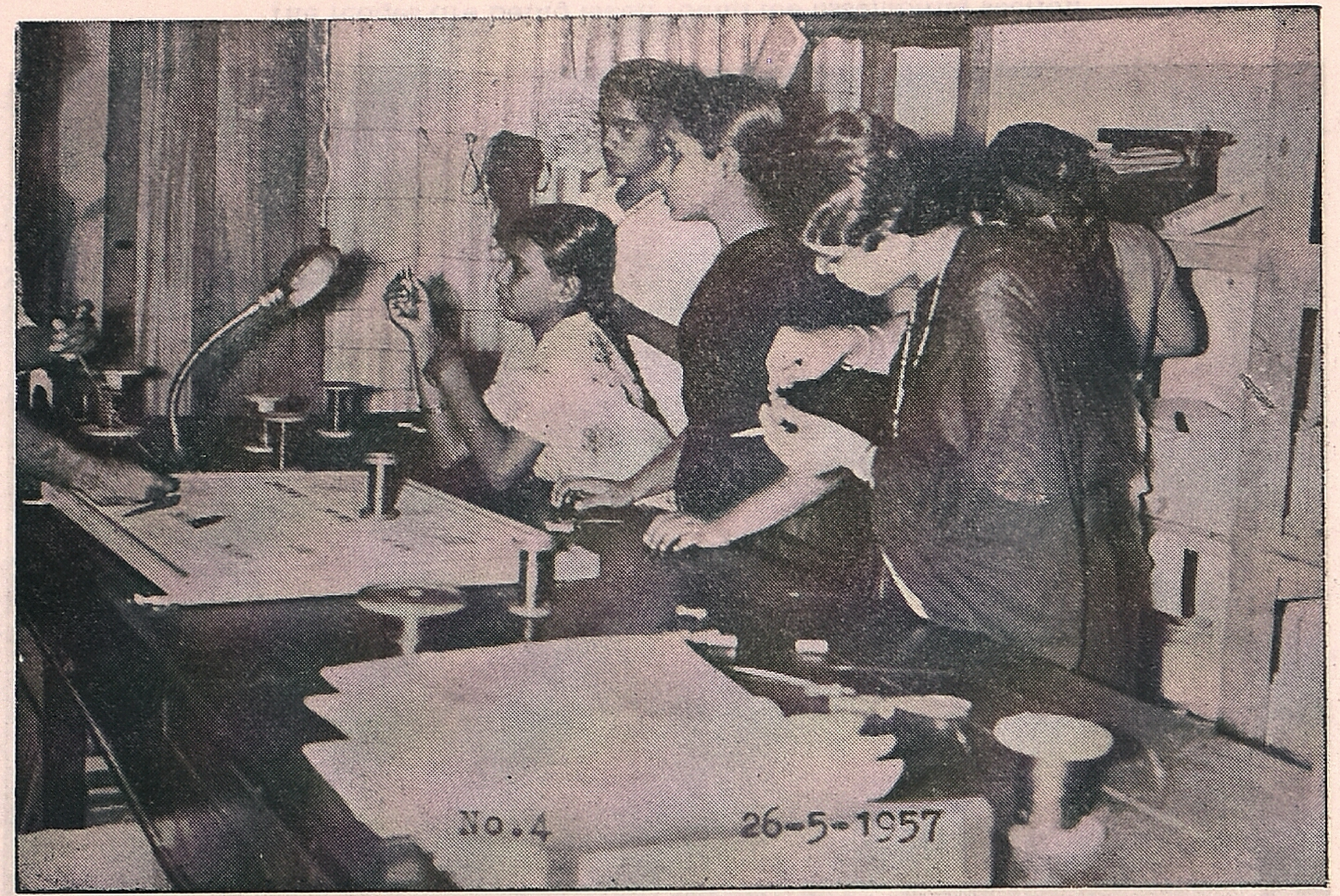
In 1950 or so, an application was made for starting a factory for the manufacture of ticket printing, issuing and accounting machines, for which negotiations were made before the war. This was also refused. The history of the import and export licences and injustices of the custom's red-

tapism and of the income-tax department and the policy adopted by the government in respect of the administration of these departments are not fit to be mentioned here as they will make the blood of every one boil if he has got anything to do with the department. Therefore, I leave it here.

In the meanwhile some of pre-war dreams of mine came into reality in some form or other. The Perkins diesel engine factory has been started and is working in full swing by our friend Sri Anantharamakrishnan, by his tremendous efforts by swimming against the current in the river of obstacles. Of course, Mercedes Benz also has started work in India through Tatas, one of the biggest firms in the country.

Somehow or other several other factories also have been started to manufacture automobiles in our country, yielding to improper, unprofitable and unsuitable schemes prepared by the government, thereby our blood is drained from the country instead of scheming to retain our blood in the country itself. Not only this one industry is draining, but also other industries such as radios, machine-tools, medicines etc., are draining our wealth without anybody's knowledge. If any of you are interested in knowing more about

The Judges are being taken round the assembling section



The girl students of vacational course No. 12 — attending to the demonstration in the practical class

these, I have no objection to disclose the facts at my usual time any day after midnight. Hence I do not want to mention these matters here on this occasion which is meant for a pleasant function.

Another pre-war dream of mine, namely electric motor manufacturing was started but ended at the war time. But this industry has again taken life as post-war industry in this town and as well as in several other places in the country. In the same way, the machinery manufacturing also has been started in an efficient way than many other private and governmental industries in this town and this is a model for anybody to copy how to economically start such an industry. It is under the able management of Sri D. Balasundaram. At the time, when I had no knowledge of the manufacture of electric motor, Mr. Balasundaram was the foundation for me to enter into that line and to start the first factory of its kind. The other articles such as tyres, radios, razor blades are all manufactured by several factories throughout the country. No doubt, we can boast ourselves that we are producing automobiles, diesel engines, radios, razor blades, machine-tools, medicines and numerous other items. In my opinion many of these big items are not produced economically to suit our poor

country, while our country has better advantages in having plenty of money, raw-materials and cheap labour. If all these industries are properly organized in an economical way as in Japan and few other countries, we can export all these items to other countries after meeting our country's entire requirements.

Unfortunately, at present, the materials produced here can be purchased and used only by a few people. Many of the items are not fit to export as they cannot compete with those of other countries in quality and prices. Fortunately no other country can compete with us in exporting raw-materials and few other finished products such as cashew nuts, some types of clothes, jute bags, bagged or packed minerals, pepper, medicinal herbs etc.

Now we have a fortunate opportunity by having Sri T. T. Krishnamachari as our Minister for Commerce and Industry in the Centre for some time. About 1951, I applied for certain licences to import several machineries, which were selected by me personally for most essential industries for our country and my applications were totally rejected by the department. Then in 1955, I gave a scheme to our state government to start some 40 to 50 industries in

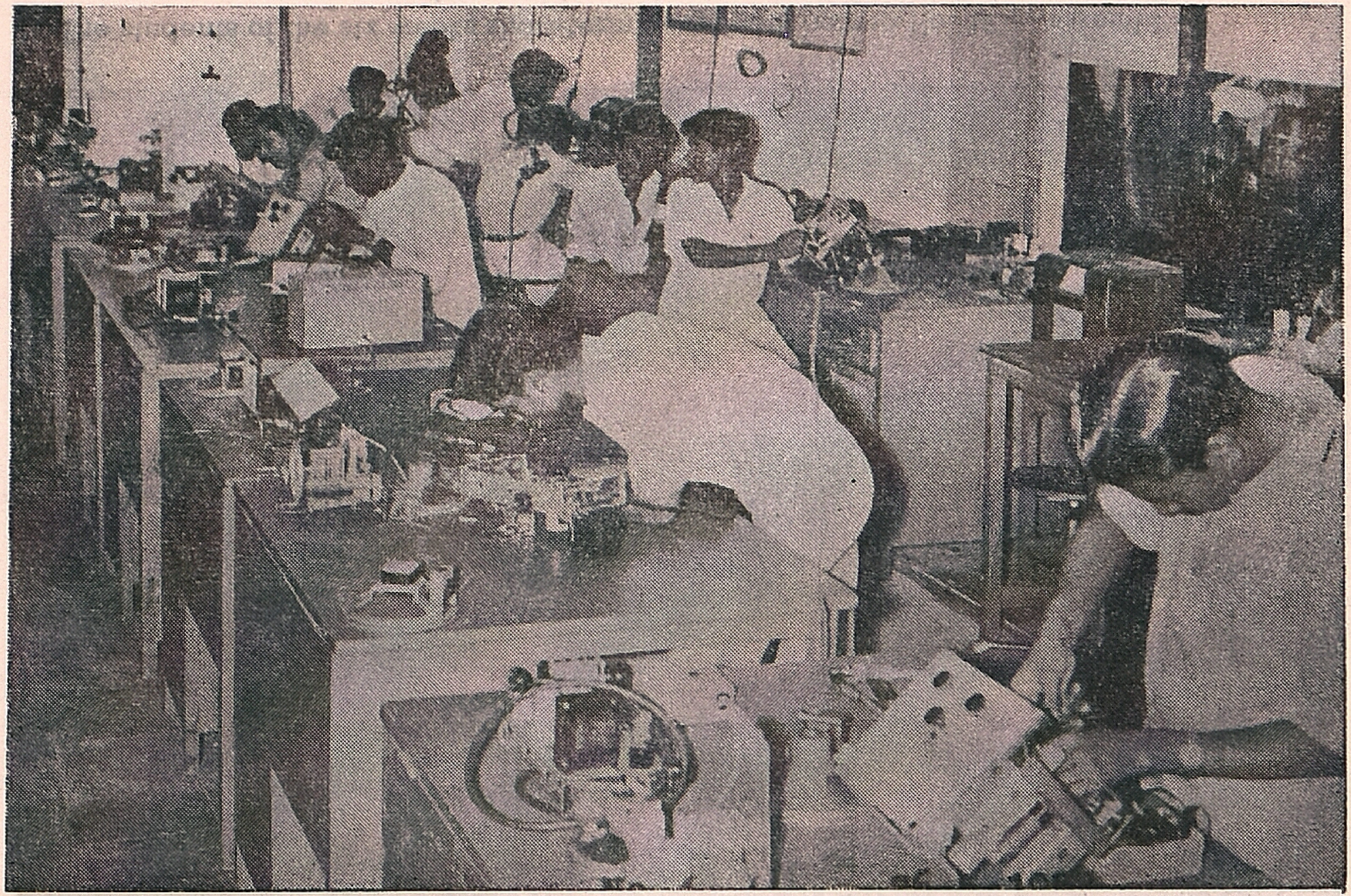
South India, which could save a crore of rupees per year in this state. Though the state government is very slow, some friends were very keen and Sri T. T. Krishnamachari gave licences without delay of a day. In some cases, when the applications were not found technically correct, he would even rectify them and issue licences and never returned them for particulars or rejected. Now this radio manufacture also is one of such industries and I am requesting the chief guest to kindly declare the factory open – of course, a factory in the same name opened in 1941 and closed in 1944-45. Now again, on the assurance and enthusiasm got from the Minister for Commerce and Industry, this factory is started with the same old name.

The Planning Commission has estimated the capacity of production of radio sets at 3,18,000 by 1955-56 and demand at 3,50,000 radio sets in that year. But the actual annual rated capacity was found to produce only 2,13,000 radio sets, whereas the actual production was only 1,02,000 sets. The reason for this failure in reaching the estimated number is the price factor. The improper schemes and policies adopted by the government for manufacturing as well as importing components retarded the demand as the prices quoted for the sets

were very high. During the last five years, from 1950-51 to 55-56, the value of the radios and components imported alone amounted to Rs. 7,30,00,000. In the last year alone this was more than two crores. For this huge amount we could have manufactured 2,00,000 radios with imported parts alone. Just imagine how many radios we could have manufactured with the parts made here except the valves, speakers and condensers. I do not know what difficulty entered in this line while skilled and unskilled, educated and uneducated are wandering in the streets for employment and food. These figures I have given above are not mere guess but they are figures published in page 169 - Programmes of Industrial Development 1956-61 published by the Govt. of India Planning Commission.

The policy of the government which was helping the monopoly of import as well as assembling and manufacturing did not reduce the prices of radio sets. Though several reasons were given by the planning commission or importers or dealers and assemblers, it cannot be accepted. Let them come to me and I will give a scheme in which you cannot find any wastage anywhere. Every dealer or importer can get a reasonable profit for their efforts and capital - at least a net profit of 5 to 10% and can also

The students of the six weeks short-term vacational course No. 12 — assembling radios on the eve of completion of their training



The students of the six weeks short-term vacational course No. 12 — assembling radios on the eve of completion of their training

produce an economical set at Rs. 75/- so that the mass can have the opportunity of getting a set for every home. More or less the same scheme, in a small way, I have suggested to our State Government and also to the Andhra Government who applied for licence and it seems that their application, perhaps is still sleeping somewhere in the files of the Central Government. Now this factory is started with the main intention of supplying radios to the public at a price of Rs. 100/- each with five valves, three bands, A. C. in ordinary cabinet. But with the same quality a set is available at present in the market only for double the price. There are also one or two other types of radios made here at Rs. 135/- and Rs. 200/-. All these types maintain equal quality with other makes in the market sold at double the price. The important reason for the double price is due to the labour of skilled and semi-skilled technicians. Very heavy import duty is another reason. The delay in issuing licences, permissions and other formalities are also other factors. The last reason is the ambition of the assemblers and dealers to become rich overnight. Apart from all these, men for servicing are not available at cheap wages. I will give one instance here. A tester that will cost Rs. 1000/- only, if imported, has been quoted at Rs. 4000/- and another tester quoted at

Rs. 300/- and above was actually assembled here for less than Rs. 50/- by a 12 year old third form girl student after the training of six weeks here. If such training is given throughout the State, one can get servicemen from any corner of the street at cheap cost.

Now such kind of training is given here in radio assembling and manufacture of certain parts and also in automobile servicing. That as a result of this training, some of the students trained here became lecturers and then joined the role of producers. They have joined together and have now started this factory on my advice. After some trial sets were sold out one and a half years back, after knowing fully to complete satisfaction, the working condition of the sets from the users, large scale production is started. At the beginning of the last year, there was a demand for more than ten thousand sets, which were not registered as no licence was received at that time. Soon after this scheme was prepared, leaving aside the whole-sale orders, orders for single sets upto now within this one year have reached the number of 5100. Last year, application for licence to import necessary components was made to the Minister for Commerce and Industry, import trade controller and a licence was available for

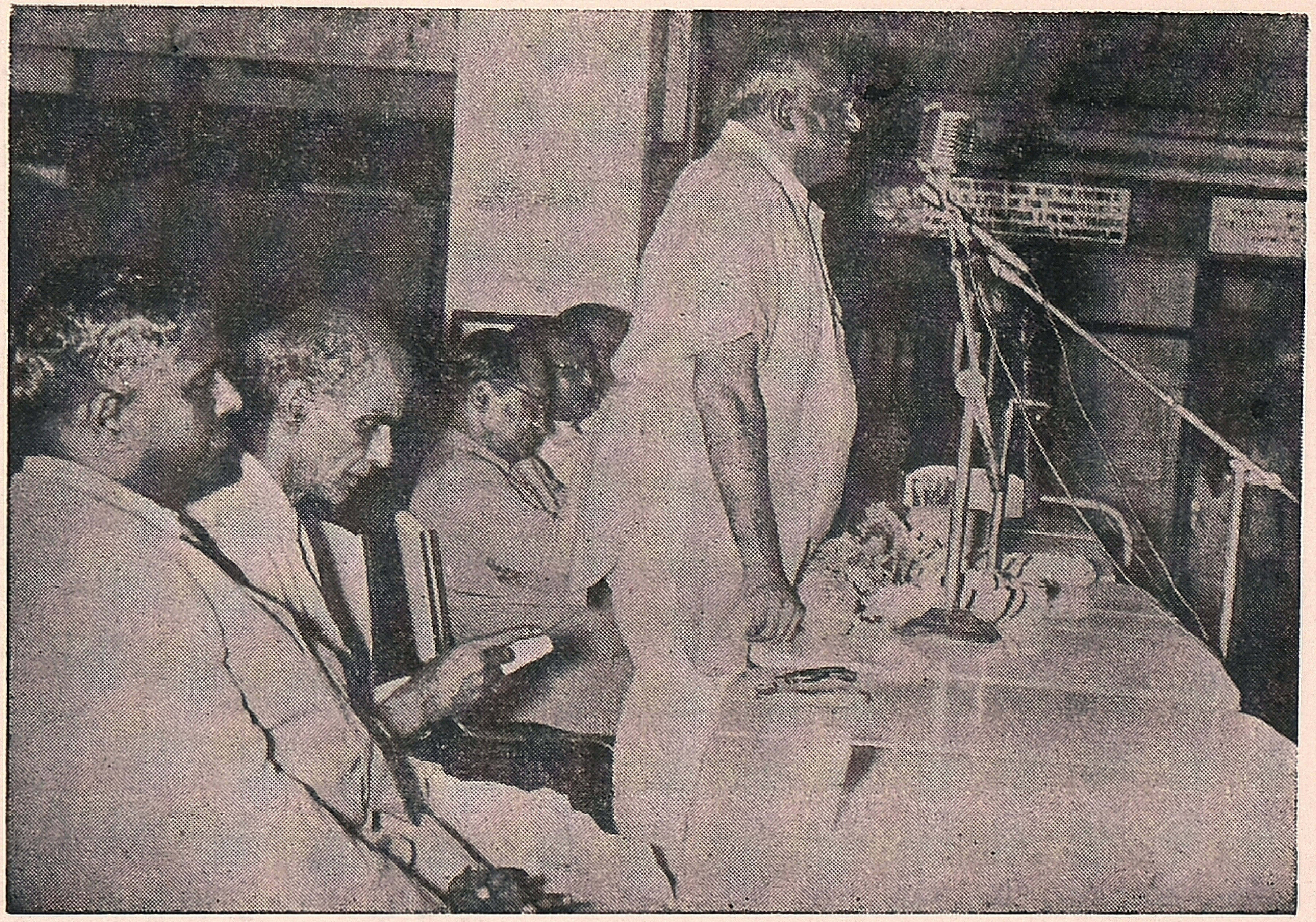
components required for making 2000 sets. Subsequently another application was sent for similar purpose to import components for making another 2000 sets for which the licence is not received till now. I do not know whether the licence will be got or not because some of the applications for import licences left behind by Sri T. T. Krishnamachari were rejected with some excuses or other. Perhaps the above mentioned second application may also get the same fate. If we get the licences without delay and if we get financial aid on the basis of state aid to small-scale industry as announced by the government, this factory can produce the best quality radios and will continue the same price level to serve the public.

Now I have to thank Mr. Khan Mohamed who is a lawyer and who came to see the exhibition, joined here as a student and then started a servicing station and at my request has now come over here as a lecturer in the training section and joined in this scheme. Then I have to thank also Mr. Krishnanandha who was also my student and who was for some time in the government service and then resigned, subsequently joined here as a lecturer and in this scheme of manufacturing radio sets. Then I do not want to say anything about

my son, who is also in this scheme. Of course, there are two or three other students who conduct the lectures, namely Srinivasan, Natarajan and Raju. I do not want to say anything about these fellows because if I say anything, their heads will swell in the same way as in the case of other degree holders.

As I have alredy taken more time than enough, I conclude my speech. I request our chief guest to kindly declare open this factory for the benefit of the public.

Thank you all.



Mr. Justice N. Somasundaram delivering the Presidential address

Presidential Address by

Mr. Justice N. SOMASUNDARAM

Judge, High Court of Madras.

Mr. G. D. Naidu, My esteemed friend the Chief Justice of Andhra Pradesh, Ladies and Gentlemen,

I must really thank my friend for the honour he has done me by asking me to preside on this occasion. To speak either about G. D. Naidu or about his intelligence or about his achievements to an assembly here who all know him very well, will only be 'Carrying Coal to New Castle'. Nevertheless some time New Castle also may require some more coal and I would like to say a few words on this occasion taking advantage of this opportunity of his asking me to be present here to preside on this occasion. As I said, in another short few words which I gave before the micro-dicto-phone, I know Mr. G. D. Naidu for over 20 years. It is not quite correct for him to say that I took no notice of him at all. In fact ever since I came in contact with him I know him as some thing of an out of the way intelligence, a person having a lot of intelligence, a person who is described really as a genius. But to the

local people who are so familiar with him, he may appear as somewhat eccentric. But believe me, ladies and gentlemen, all geniuses have some eccentricities or other. We cannot come across a great genius without being eccentric in some form or other. What do you mean by eccentric? His brain is so highly advanced that he thinks in a line which does not fall in line with our way of thinking and that is why we begin to describe that his activities or ways of thinking are some what eccentric. That is very characteristic of all geniuses. I know if Mr. G. D. Naidu does not possess those eccentric ways, he would not be a genius and probably many of us would not have admired him for his genius capacity.

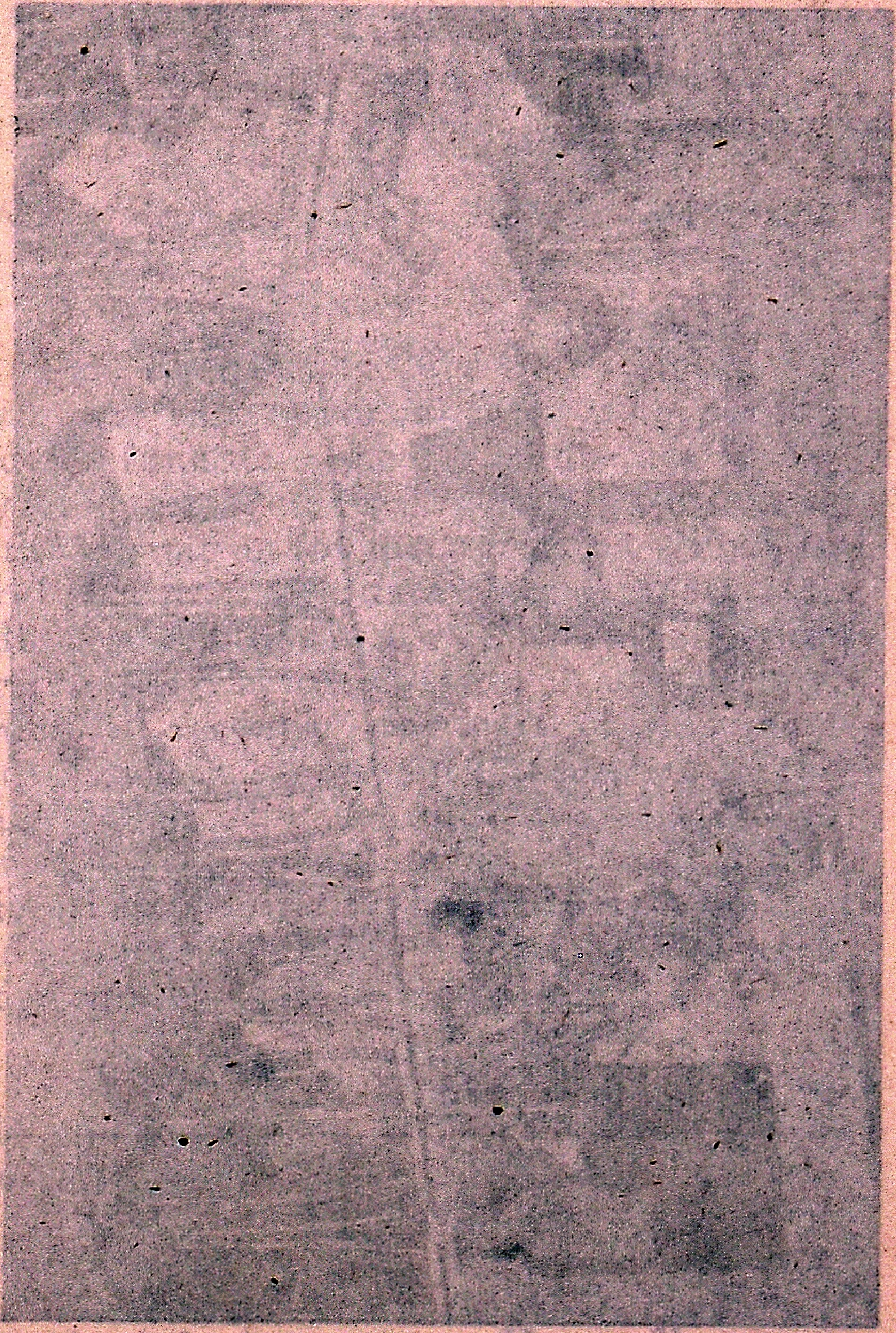
What is really painful sometimes to know is, that his intellectual capacity and the genius that he possesses, with which we can industrialize not only our South India but certainly the whole of India, are not utilized by the powers that be. It is not for me to judge either the merits or the demerits of the reasons that he has given for not giving the licence to him. Judges that we are, before hearing the other side, we cannot offer our opinion. (laughter). We shall therefore reserve our opinion, but it seems to me a pride to have been educated by him (laughter) atleast somewhat as we

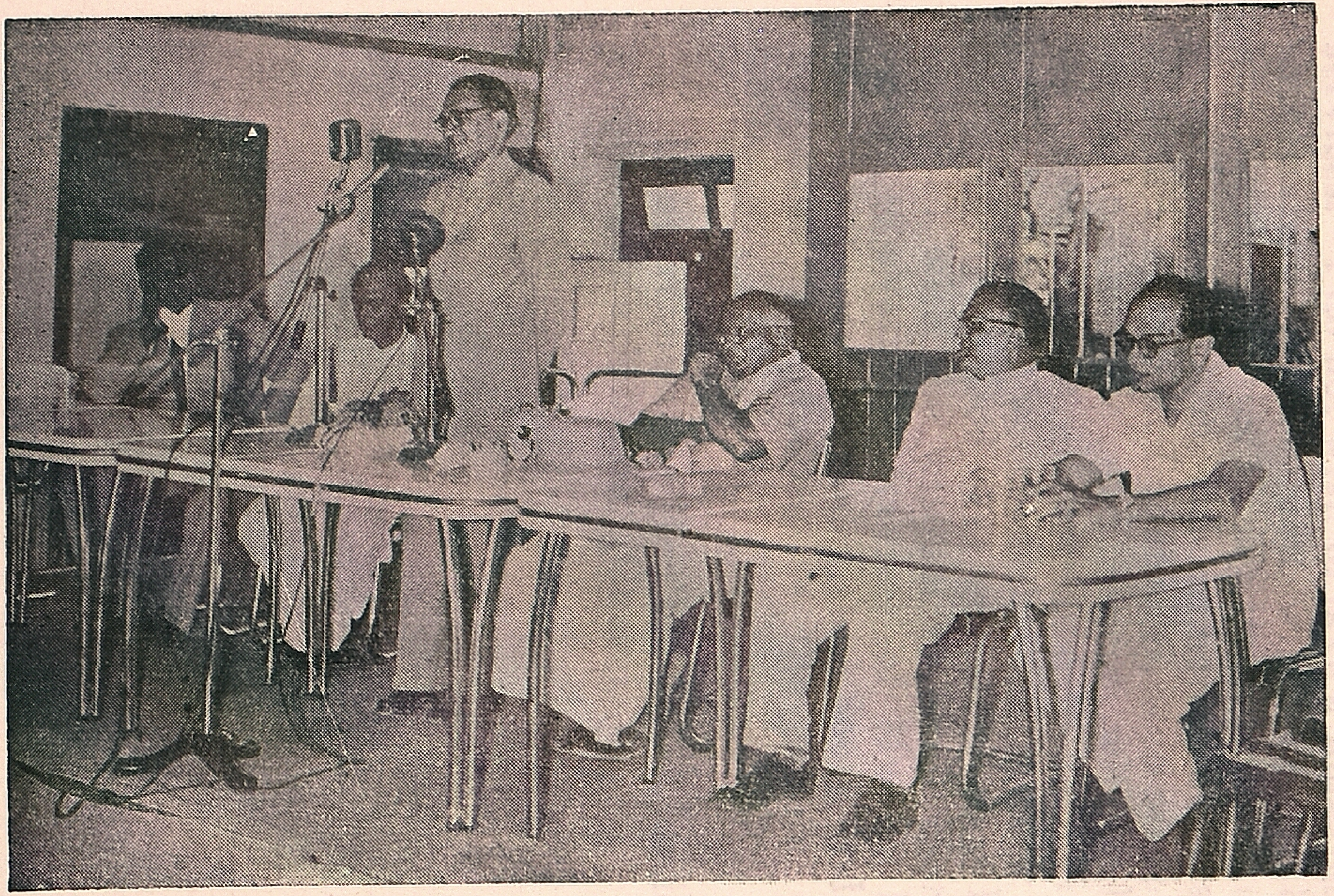
call a detergent injection from without. (laughter).

Well, I don't wish to say further because in the position which we both of us occupy we are forbidden from expressing our willingness freely. I only wish and pray that whatever defect Mr. G. D. Naidu may possess in the way of eccentric ways to state as you like, that there is a genius in South India who can be compared to the geniuses of the world and in fact it may not be letting out a secret before you as perhaps all of you may know it, when Mr. G. D. Naidu went over to the continent of America and when he returned, there was an offer by a very leading concern in America for 10,000 dollars a month, if he only agreed to serve an American interest there – if he joined that particular firm. Very rightly and I think we must all be proud of that, he declined that offer – he would rather serve however small the remuneration may be, to advance the interests of his country rather than sell his intelligence for what ever may be the amount offered to him. Well that is the way in which the other continent, the very advanced continent like America view his intelligence and appraise his worth and it is really pitiable that we in this country, whatever may be the reason, are not able

to appreciate his worth and utilize his services. I do not wish to take a long time, as certainly all of you will expect the hon'ble chief justice to say very interesting remarks about him, able as he is, that man of high integrity and character, who made a mark in the life and career which he followed, we are all awaiting to hear him and I will really conclude by the remark – by praying to God that our state may be endowed with the wisdom to avail themselves, to avail the services of Mr. G. D. Naidu not only to industrialize South India but also to industrialize the whole of India.

I now request the Hon'ble Chief Justice to open this exhibition. (Cheer).





Mr. Justice K. Subba Rao delivering the inaugural address

Inaugural Address by

Mr. Justice K. SUBBA RAO,

Chief Justice, High Court of Andhra Pradesh

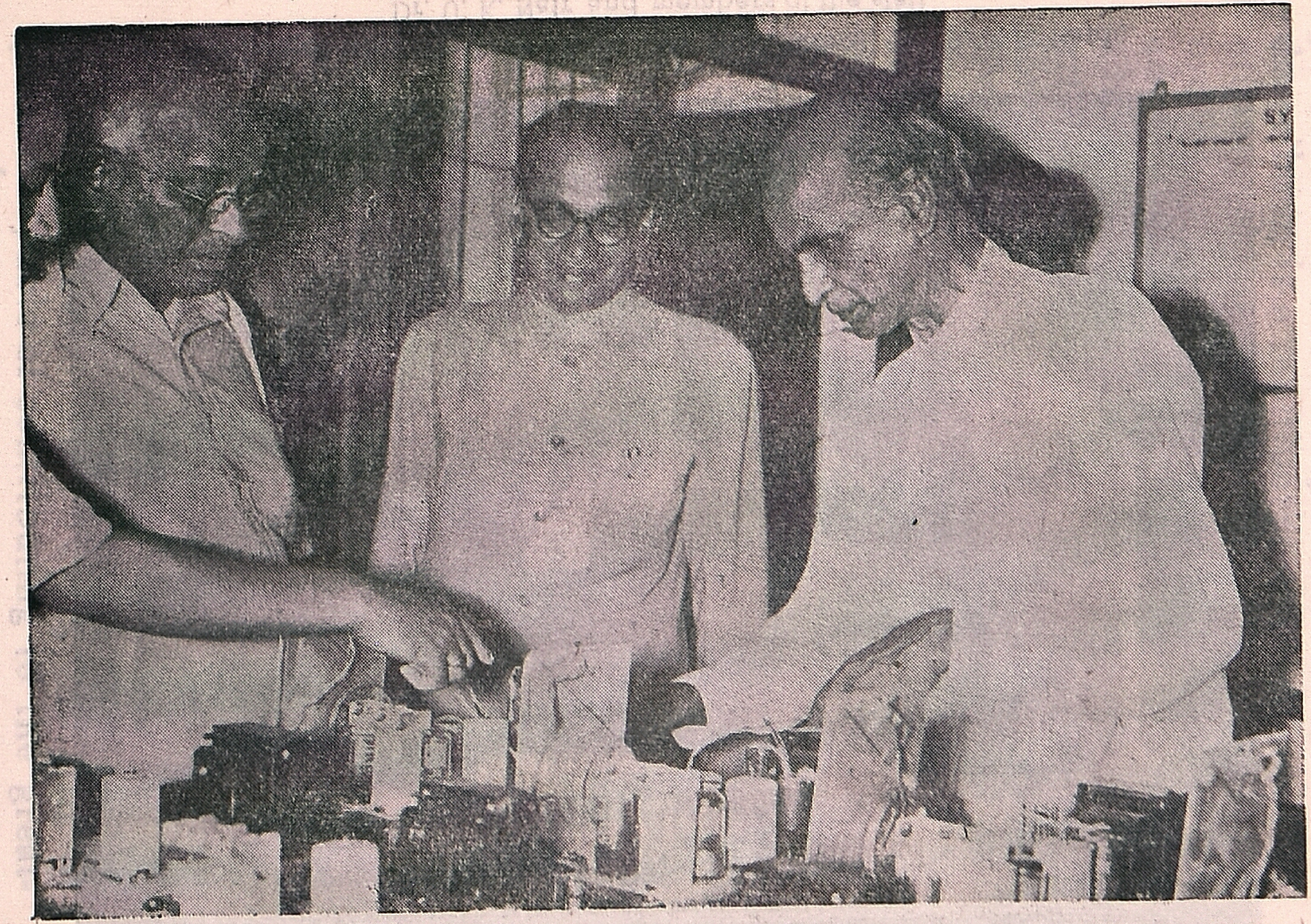
Mr. President, Mr. G. D. Naidu, Ladies and Gentlemen:

I am thankful to Mr. G. D. Naidu for giving me this opportunity to take part in to-day's function. Really I do not know my credentials to this honour. I attribute to the invitation for three reasons. First is, Mr. Naidu I presume has respect for judiciary. He has also respect and affection for the neighbouring state, Andhra state, which till recently was part of this state and of which at present I happen to be the Chief Judge. But I think it is really due to his disinterested hospitality – I call it disinterested hospitality because, he does not and cannot expect any return by asking a judge to preside or to inaugurate.

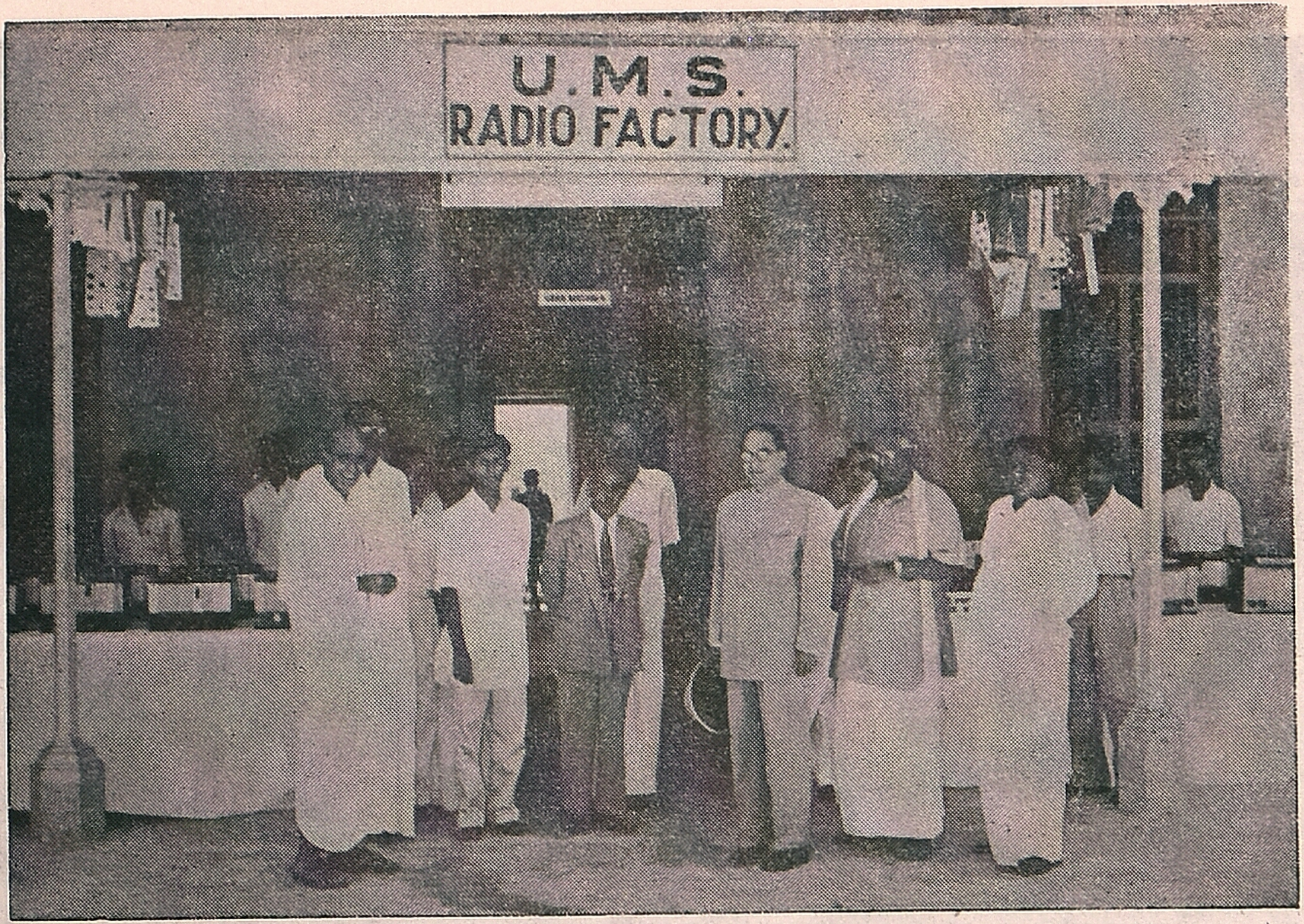
I first came across Mr. Naidu, as he told you, more than 15 years ago in connection with an intended litigation. He was not a party, as he told you, but on the first occasion he came to see me and my partner, it did not appear to me that he came on behalf of both parties. He really gave

instructions on behalf of one of the parties, though subsequently I learnt that he was instrumental in bringing about a compromise in respect of that case. Subsequently I had been following his career with interest both in court and out of court. Many people told me that he was a very capable man and indeed a genius. I did not realise that fact till to-day. When Mr. Naidu took me round his factory, I am convinced that really in this city there is a real genius and as my learned brother told you, if his capabilities are utilized either in the public sector or in the private sector, I am sure he will contribute to the industrialization of the state as well as the whole country.

We all know he is a renowned industrialist, shrewd businessman, an inventor of gadgets and many mechanical devices; a teacher in technological subjects; a research scholar in not only medicine but also in grafting of trees and producing new varieties of fruits. He is also a diplomat and if I may say so, all compromising defender of his rights against great arts. He, above all I find in him a genial and generous host. I am very happy that I have been able to accept his kind invitation and take part in to-day's function, He has an un-erring instinct in finding out the real needs of the



The assembled radios are being demonstrated to the Judges



The Judges with Mr. G. D. Naidu, Mr. G. D. Gopal, Dr. B. P. B. Naidu, Dr. U. K. Nair and members of the staff

people of our country. Radio if I may describe it, is a multipurpose instrument of utility and happiness. Politicians use it for propaganda. Businessmen rely upon it for advertisement. The public derive from it education of varied fields including fine arts. It is a real source of entertainment for children as well as for adults. People living in different parts of the world are brought together as it were, to a drawing room for easy conversation. But it is not enough if radio has potentialities but must be used by all the people of the country. There should be a radio in every house and if the cost of the radio is primitive, as we all know it is impossible to make it popular. Therefore I believe as Mr. Naidu in his speech stated that he intended to manufacture radios at a low cost so that it may be available and within the reach of the poor people of our country.

I wish him, wish this factory every success and also join my learned brother in wishing him a long healthy life in the service of our country. We are in the eve of industrialization of our country. We cannot afford to ignore great talent. Every effort is to be made either in the public sector or private sector to bring into the field of development every intelligent person capable of contributing to the greatness of our country.

I hope and trust that Mr. Naidu's services will be utilized in the service of our country. I wish him every success. With these few words I have great pleasure to inaugurate or open this factory and I hope, after some years when I come here I will see it in full swing and I may also realise my dream that in every village, in every house you will find the radio manufactured by Mr. Naidu – The U. M. S. Radio.

Printed at

U. M. S. POWER PRESS,
COIMBATORE.